



STATE OF WISCONSIN

# Wisconsin Women's Council

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## FOR IMMEDIATE RELEASE

### GOVERNOR'S TRAILBLAZER WOMEN'S BUSINESS AWARD RECIPIENTS ANNOUNCED



*16 Wisconsin Companies Selected from Across Wisconsin to Receive Awards*

#### FOR MORE INFORMATION CONTACT:

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Madison (December 14, 2006) -- Governor Jim Doyle and the Wisconsin Women's Council are pleased to announce the recipients of the Governor's Trailblazer Awards for Women in Business, recognizing women pioneers in the business community. List attached.

Trailblazer Awards are given to businesses statewide to recognize the legacy of women's business ownership in Wisconsin. Categories include: Torch Awards honoring family-owned businesses that are currently majority women-owned and have been in operation for three generations or more, and Quarter Century awards honoring businesses with sole or majority ownership by a woman, or series of women, for 25 years or more.

"Wisconsin's home-grown businesses are really what drive our economy, and the role women play in these businesses is vital to the state's economic success," Governor Doyle said. "I am honored to help to recognize these women who have started their own businesses, and the great success they've had – strengthening our economy and building strong communities in the process."

Trailblazer Awards recipients come from across Wisconsin and represent a wide range of industries – including many non-traditional industries for women.

"Women-owned businesses have been providing family supporting jobs for generations," said Kris Martinsek, Wisconsin Women's Council Chair. "By starting and sustaining businesses, exploring markets, creating jobs and stimulating economic growth, Wisconsin women business owners play a leading role in our economy. The Trailblazer Awards celebrate women's long history of entrepreneurship and deep roots in Wisconsin's broader business community. We are excited to recognize the success of these business leaders whose work has carved a path for women business owners today."

Women-owned businesses were nominated for Trailblazer Awards by Wisconsin State Senators and Representatives, business and professional associations, chambers of commerce, friends, colleagues and employees. An award ceremony will be held in Madison, Wisconsin with the date to be announced.

THE WISCONSIN WOMEN'S COUNCIL IDENTIFIES BARRIERS THAT PREVENT WOMEN  
IN WISCONSIN FROM PARTICIPATING FULLY AND EQUALLY IN ALL ASPECTS OF LIFE  
AND WORKS CLOSELY WITH PUBLIC, PRIVATE AND NOT-FOR-PROFIT GROUPS  
TO DEVELOP LONG-TERM SOLUTIONS TO BARRIERS AND INEQUITIES.

VISIT OUR WEBSITE AT: [WWW.WOMENSCOUNCIL.WI.GOV](http://WWW.WOMENSCOUNCIL.WI.GOV)

The Governor's Trailblazer Awards are sponsored by the Office of Governor Jim Doyle, the Wisconsin Women's Council, the Wisconsin Department of Commerce, Wisconsin Manufacturers and Commerce, and the Widget Source. Additional information is available on the Women's Council web site at <http://womenscouncil.wi.gov>.

### **TORCH AWARD RECIPIENTS (3)**

**The Big "O", a  
Neighborhood Bar  
Shirley Hayes**  
*4<sup>th</sup> Generation Owner*  
Rice Lake, WI  
Founded 1896

**Kreier's Hair Quarters  
Mary Kay Hauke**  
*3<sup>rd</sup> Generation Owner*  
Cudahy, WI  
Founded 1927

**Stanek Tool  
Mary Wehrheim**  
*3<sup>rd</sup> Generation Owner*  
New Berlin, WI  
Founded 1924

### **QUARTER CENTURY AWARD RECIPIENTS (13)**

**Concepts in Art, Ltd.  
Joan C. Blackburn**  
Janesville, WI  
Founded 1979

**Full Compass  
Susan Lipp**  
Middleton, WI  
Founded 1977

**Seek Careers & Staffing  
Carol Schneider**  
Grafton, WI  
Founded 1971

**Cook's Cake Decoration &  
Candy Supplies  
JoAnne Cook-Aldridge**  
West Allis, WI  
Founded 1970

**Joan Collins Publicity, Inc.  
Joan Collins**  
Madison, WI  
Founded 1966

**Waldmann Shoes  
Judy A. Waldmann**  
Jefferson, WI  
Founded 1977

**Country Treasures  
Joyce E. Pugh**  
Chippewa Falls, WI  
Founded 1979

**Malacological  
Consultants  
Marian E. Havlik**  
LaCrosse, WI  
Founded 1977

**Wild Child  
Renee West**  
Madison, WI  
Founded 1981

**Devenish Associates, Inc.  
Sharon Devenish**  
Monona, WI  
Founded 1979

**NSP Graphics  
Gwen Kober**  
Campbellsport, WI  
Founded 1977

**Elite Fitness &  
Racquet Clubs  
Kay Yuspeh**  
Brookfield, WI  
Founded 1979

**Pardeeville Gymnastics  
and Karate Club  
Linda Lytle**  
Pardeeville, WI  
Founded 1980

### **SPECIAL RECOGNITION**

Ballweg Chevrolet-  
Pontiac-Buick, Inc.  
Darlene Ballweg  
Middleton & Sauk City, WI  
Founded 1965

Lammer's Food Fest  
Lucy Lammer  
Menomonie, WI  
Founded 1860

Lincoln Wood Products, Inc.  
Jane Bierman  
Merrill, WI  
Founded 1947